



## SPACE DOWNSTREAM SERVICES 2010 INTERNATIONAL CONFERENCE

### BOOSTING THE COMPETITIVENESS OF BUSINESS & SCIENCE: SATELLITE SERVICES IN MODERN SOCIETY

Space Downstream Services 2010 Conference will bring together researchers, market specialists, business executives, government representatives and leaders of regions to exchange and share their experiences, new ideas, and research results on diverse aspects of satellite services. Rationale: Fuel discussions about challenges concerning the delivery of services to users while developing innovative business models.

The event is targeted at the Baltic States, the Nordic countries, Russia and the whole of Europe on common ground to exchange views, learn from each other, stimulate new partnerships and join forces in the satellite services sector. The conference will demonstrate how satellite services contribute to sustainable economic development of the regions.

The conference agenda contains discussions and information exchange on the challenges ahead from the user perspective. Distinguished speakers will present possible solutions provided by existing and planned space applications in the areas of earth observation, satellite positioning and navigation.

The conference elaborates on platforms like GMES (Global Monitoring for Environment and Security) and how to integrate regions into the GMES Programme. The in-depth discussions will deal with business opportunities, understanding the needs of users, and creating revenue. Collaboration with ESA (European Space Agency) and how this opens up new possibilities to integrate technology and platforms with national science and business projects will be discussed in the conference.

The conference will address the following key questions in the area of satellite services:

- What are the main benefits for the public when using satellite information?
- What kinds of satellite services are available for local governments?
- Which areas of technology are most promising for collaboration between science and business?
- How to create sustainable business models in the space services sector?
- How could citizens contribute to the development of prospective satellite services?

#### Conference Gold Sponsor:



#### Conference partners:



#### Conference organisers:



FINAL PROGRAMME  
VENUE: SWISSOTEL, TALLINN

**Wednesday 5th May 2010**

15.00 - 20.00 **Registration, Swissotel**

17.00 - 18.30 **Baltic Space Round Table, in Enterprise Estonia (Invitations only)**

19.30 - 21.30 **Welcome Reception, Cocktails, Swissotel**

**I. Day, Thursday 6th May 2010**

09.00 - 10.00 **Registration, Swissotel**

10.00 - 11.30 **Joint Session 1: Role of Space Services & Best Practice**

Moderator: Alar Kolk, Member of Estonian Space Committee

- Opening Remarks, Ene Ergma, President of the Riigikogu
- Welcome Note, Marc Tondriaux, Director, Business Division Earth Observation Services, EADS Astrium
- GMES Services and Downstream Opportunities. Mikko Strahlendorff, GMES Bureau

- The GMES programme: Implementation of the Space Component and Services. Josef Aschbacher, Head, European Space Agency (ESA) GMES Space Office
- On Satellite Capabilities to Observe Atmospheric Composition and Air Pollution. Dr. Mikhail A. Sofiev, Finnish Meteorological Institute, Adjunct Professor, Senior Research Scientist

11.30 - 12.00 **Coffee Break, Refreshments**

12.00 - 13.30 **Joint Session 2: Public & Private Opportunities of Earth Observation & GMES**

Moderator: Anu Reinart, Director General, Tartu Observatory

- European Environment Agency Shape, Size and Role. Robert Lowson, EEA Coordinator, GMES Bureau
- Swedish National Earth Observation Activities. Göran Boberg, Director of Earth Observation, Swedish National Space Board

- Experiences of EO Applications in Environmental Monitoring in Finland. Yrjö Gustaf Sucksdorff, Finnish Environment Institute
- GMES Services Feeding your Business. Marie Menard-Caer, European Commission – GMES Bureau

13.30 **Opening of Poster Session**

13.30 - 14.30 **Lunch**

14.30 - 16.00 **Parallel Session 1: Space Related Business Opportunities**

Moderator: Alar Kolk, Member of Estonian Space Committee

- Future Space Markets. Prof Walter Peeters, Dean of International Space University, ISU
- GMES Emergency Response, Franz Jaskolla, Infoterra Germany
- Lithuanian Program of Space Research, Technologies and

- Services. Vidmantas Tomkus, Director of Lithuanian National Space Association
- Public-Private Cooperation in Estonia and the Space Downstream Services Development. Tõnis Eerme, Member of Board, Invent Baltics
- First Latvian Satellite VENTA-1. Dana Reizniece, Member of

14.30 - 16.00 **Parallel Session 2: R&D in the GMES Marine & Atmospheric Domain**

Moderator: Anu Reinart, Director General, Tartu Observatory

- EUMETSAT in Estonia. Aarne Männik, Head of Development Department, EMHI
- GMES Marine and Coastal Information Services and Transfer 2009 - 2012. Carsten Brockmann, Director, Brockmann Consult
- Space Downstream Services under Development in Estonian Marine Institute. Tiit Kutser, Head of Remote Sensing Department, Estonian Marine Institute, University of Tartu

- Use of Earth Observation Data and Numerical Marine Modeling in the Developing of Downstream Services on Marine Weather Prediction. Urmas Raudsepp, Head of Department of Echohydrodynamics, Marine Systems Institute
- Water Insight: Operational Water Quality Services. Annelies Hommersom, Project Leader, Water Insight

16.00 - 16.30 **Afternoon Coffee Break, Refreshments**

16.30 - 17.30 **Joint Panel Discussion 1: Space Services & Opportunities of the Future**

Moderator: Alar Kolk

Agenda: Public Sector Role in Modern Society Creating a Sustainable Space Service Sector.

Panellists:

- Ene Ergma, President of the Riigikogu
- Marc Tondriaux, Director, Business Division Earth Observation Services, EADS Astrium

- Carsten Brockmann, Director, Brockmann Consult
- Josef Aschbacher, Head, European Space Agency (ESA) GMES Space Office
- Walter Peeters, Dean of International Space University, ISU
- Göran Boberg, Director of Earth Observation, Swedish National Space Board
- Anu Reinart, Director General, Tartu Observatory

17.30 - 19.30 **Poster Session Continues. Cocktails & Light Food**

19.30 - 23.00 **Gala Dinner (VIP Invitations only)**

## Day II, Friday 7th May 2010

08.30 - 09.30 **Registration**

09.30 - 12.00 **Joint Session 3: Benefits from Space & Satellite Services**

Moderator: Alar Kolk, Member of Estonian Space Committee

- Opening Remarks, Juhan Parts, Minister of Economic Affairs and Communications, Estonia
- Welcome Note, Ülarõ Alamets, Director General, Enterprise Estonia
- The Role of Small Satellites in Earth Observation Services. Sir Martin Sweeting, CEO, Surrey Satellite Technology Ltd

- Industrial Benefits from Space Activities. Geir Hovmork, Deputy Director General, Industry, Norwegian Space Centre
- Future of IT in Space Applications and Services. Stuart Martin, Business Director - Space & Satellite Communications, Logica

12.00 - 13.00 **Lunch**

13.00 - 14.45 **Parallel Session 3: In Search of Space & Satellite Business**

Moderator: Alar Kolk, Member of Estonian Space Committee

- The Role of the Estonian Space Office - Engineering Future Business Opportunities. Madis Võõras, Coordinator of Space Issues, Enterprise Estonia
- In search of space business: Doing Business in Earth Observation. Frederique Berenbach, Head of Business Development, Sapienza Consulting

- How to Manage Complexity and Quality in Space? Bernard Bals, Project Manager, IABG
- Commercial Spin-offs from the Nigerian Space Program. Timiebi Aganaba, ISU International Institute of Space Commerce, Isle of Man
- Development of Space Related Services and Business Opportunities in Latvia. Kaspars Kalnins, Latvia NCP Space

13.00 - 14.45 **Parallel Session 4: R&D in the GMES Land and Emergency Domain**

Moderator: Anu Reinart, Director General, Tartu Observatory

- Users' Influence to Define the Land Monitoring Process in Europe. Nuria Blanes, ETCLUSI/UAB
- Remote Sensing in Terrestrial Environmental Monitoring Programme in Estonia. Urmas Peterson, Researcher, Tartu Observatory / Estonian University of Life Sciences
- A New Paradigm for Earth Observation: The e-Corice Concept & Applications. Jean - Jacques Favier, Centre National de la Recherche Scientifique

- Earth Science GRID and the e-collaboration Technologies Experiences. Luigi Fusco, Senior Advisor for Earth Observation Applications, ESA
- Flood Mapping and Related Hydrological Studies Using SAR Imagery in Estonia. Kaupo Voormansik, University of Tartu

13.00 - 14.45 **Parallel Session 5: Satellite Navigation Trends & Business Models**

Moderator: Teet Jagomägi, Regio

- Finland in Space from 1985 to GNSS. Pauli Stigell, Senior Technology Advisor, Tekes
- Trends in Satellite Navigation: Opening New Opportunities for Services and Applications. Rob Postema, Principal Business Consultant, Logica

- European Fire Guard Alarm System. Giorgos Kostopoulos, Director, Aratos Technologies S.A.
- Galileo Based Mobility Services. Rainer Uhle, Senior Product Manager Business Intelligence, SAP

14.45 - 15.15 **Coffee Break, Refreshments**

15.15 - 16.15 **Joint Panel Discussion 2: Conference Summary & the Case of Estonia**

Moderator: Alar Kolk, Member of Estonian Space Committee  
Agenda: How to Develop Future Space Downstream Services Business?

Panellists:

- Juhan Parts, Minister of Economic Affairs and Communications, Estonia
- Geir Hovmork, Deputy Director General, Norwegian Space Centre

- Sir Martin Sweeting, CEO, Surrey Satellite Technology Ltd
- Madis Võõras, Coordinator of Space Issues, Enterprise Estonia
- Teet Jagomägi, CEO, Regio
- Pauli Stigell, Senior Technology Advisor, Tekes
- Kaspars Kalnins, Latvia NCP Space